

What is claimed is:

1. A luminous sheet comprising a light reflecting layer and a luminescent layer in which a luminescent agent is included in the range of  $(40 \text{ to } 400 \text{ g/m}^2) \times (\text{coverage ratio}\%/100\%)$ .
2. A luminous sheet according to Claim 1, wherein the luminescent layer and the light reflecting layer are adjacent to each other.
3. A luminous sheet according to Claim 2, wherein said light reflecting layer is a sheet base material having a L value of 90 or more.
4. A luminous sheet according to Claim 1, further comprising a flameproof layer.
5. A luminous sheet according to Claim 1, further comprising a sheet base material.
6. A luminous sheet according to Claim 4, wherein the luminescent layer and the flameproof layer are adjacent to each other, and the flameproof layer and the light reflecting layer are adjacent to each other.
7. A luminous sheet according to Claim 4, wherein said flameproof layer has a L value of 90 or more.

8. A luminous sheet according to Claims 3 or 5, further comprising an adhesive layer to said sheet base material.
9. A luminous sheet according to Claims 3 or 5, wherein the sheet base material is a wallpaper base material.
10. A luminous sheet according to Claim 1, wherein the luminescent layer includes a polyurethane resin.
11. A luminous sheet according to Claim 1, wherein a transparent sheet is adhered to the surface of the luminescent layer.
12. A production method for a luminous sheet, comprising a step for laminating one of either a light reflecting layer or a luminescent layer containing a luminescent agent in the range of 40~400 g/m<sup>2</sup> to the other layer by coating.
13. A production method for a luminous sheet, comprising a step for laminating one of either a light reflecting layer or a luminescent layer containing a luminescent agent in the range of (40~400 g/m<sup>2</sup>) x (coverage ratio%/100%) to the other layer by printing.
14. A production method for a luminous sheet, comprising a step for adhering a light reflecting layer and a luminescent layer containing a luminescent agent in the range of 40~400 g/m<sup>2</sup> together.

15. A production method for a luminous sheet, comprising a step for laminating the light reflecting layer and the flameproof layer together, and a step for laminating one of either said flameproof layer or the luminescent layer containing a luminescent agent in the range of 40~400 g/m<sup>2</sup> to the other layer by coating.

16. A production method for a luminous sheet, comprising a step for laminating the light reflecting layer and the flameproof layer together, and a step for laminating one of either said flameproof layer or the luminescent layer containing a luminescent agent in the range of (40~400 g/m<sup>2</sup>) x (coverage ratio%/100%) to the other layer by printing.

17. A production method for a luminous sheet, comprising a step for laminating the light reflecting layer and the flameproof layer are together, and a step for adhering said flameproof layer and the luminescent layer containing a luminescent agent in the range of 40~400 g/m<sup>2</sup> together.

18. A production method for a luminous sheet according to one of Claims 12 to 17, further comprising a step for laminating said light reflecting layer and the sheet base material together.

19. A production method for a luminous sheet according to one of Claims 12 to 14, further comprising a step for laminating said light reflecting layer and the flameproof layer together.

20. A production method according to one of Claims 12 to 17, wherein said luminescent layer and the transparent layer are laminated together.